14 Persuasive Strategies found in Persuasive Writing

Type Meaning Found in Obama’s Speech

|  |  |  |
| --- | --- | --- |
| Logos | Use logic, facts, statistics to support your arguments |  |
| Pathos | Appealing to your audiences emotion |  |
| Ethos | Making yourself seem believable and trustworthy |  |
| Kairos | Building a sense of urgency to convince audience to act now |  |
| Repetition | Repeat point several times, make point in different ways by using examples, etc. |  |
| Reasons Why | Providing a reasonable explanation as to why… (often using the word *because*) |  |
| Consistency | Get reader to agree upon something which they would have a hard time disagreeing with; then make your case and point back to original agreement |  |
| Social Proof | Testimonials, outside authorities approve, blatant name-dropping |  |
| Make Comparisons | Use metaphors, similes, analogies to create point (sometimes comparing apples to oranges) |  |
| Agitate and Solve | Outline readers pain, agitate the reader by discussing that pain then offer a solution |  |
| Prognosticate | Provide a glimpse into the future |  |
| Go Tribal | Find what the audience wants to be included in and give them a chance to be in that “group” – they will agree with your system |  |
| Address Objections | Discuss any issues that other sides might have by addressing objections from the other side of the fence |  |
| Storytelling | Provide a story that the reader could put themselves into |  |